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EXTENSION SERVICE  
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

# THIS LOOKS GOOD

## THE HONOR ROLL

H. W. Hochbaum,  
Agriculturist, Eastern States

The mere fact that Tom Jones or Dick Brown has a purebred bull may have comparatively little influence in moving other farmers to purchase purebred bulls. Likewise the fact that Harry Smith has obtained such and such results on his demonstration plot also may influence few farmers. Such isolated testimonials have value only if Tom Jones, Dick Brown, and Harry Smith are real leaders in the community, men whose examples other farmers in the community try to emulate. But even then results in terms of farms influenced are often disappointing to the county agent.

On the other hand, if the farmer gets the idea that many people have adopted a recommended practice there may be a different story to tell. Then in the mind of the farmer, everybody seems to be doing it, and men constantly want to do what the crowd is doing, act as others act, behave with the crowd. County agents may capitalize on this trait in human nature by publishing lists of a large number of names of people who have adopted certain recommended practices. Such lists constitute "HONOR ROLLS." They fill a valued place in keeping the worth of recommended practices before people and in moving other farmers to join the crowd in adopting the better practice.

The county agent in Cass County, Mo., O. E. Allen, recently published such an HONOR ROLL. The first column on the first page of a special edition of the local county-agent paper was headed "Cass County Proud of the 1927 Honor Roll." This roll comprises 330 names of farmers who planted alfalfa in 1927. These names are segregated by communities. The roll is an imposing one and, undoubtedly, will play a large part in influencing other farmers to do likewise to plant alfalfa.

Honor rolls are particularly effective in campaigns. If such lists are published during the period of enrollment, they stimulate other farmers to act, to adopt the recommended practices.

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Original distribution to all extension workers in Eastern and Central States; to directors and county-agent supervisors in Southern and Western States; to college editors in all States.





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EXTENSION SERVICE  
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

# THIS LOOKS GOOD

FROM MISSOURI BUT HE SHOWS THEM

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Agriculturist, Eastern States

The swine-sanitation campaign has been a difficult project for many county agents to make rapid headway with. Farmers are slow to accept radical changes in practices. It is quite likely that they will not get clean pastures in rotation or portable hog houses; or wash their sows; or grow clean pigs, unless these things are recognized as positive solutions to real wants which farmers feel.

Realizing this, Dan E. Miller, county agent in Howard County, Mo., planned a "grow thrifty pigs" campaign with the help of the swine specialist and the supervisor of county agents. This campaign was begun last fall and will continue for two years, at least. The plans call for a wide use of many means and agencies to maintain continuity of thought on the underlying need and the solution. No attempt was made to move farmers to adopt the practices until three months of this stimulating effort had been completed.

Colored illustrated circular letters, a wide use of news stories, stickers, slogans, displays, community meetings, contests of several kinds, and the employment of school-district project leaders mark the campaign. One of the most successful features was a "reasons contest." A portable hog house, a sack of tankage, and a sack of home-mixed hog mineral were given as first, second, and third prizes, respectively, to farmers who submitted the 10 best reasons why farmers should follow the "grow thrifty pigs" method. At present a contest for project leaders is in progress; a portable hog waterer is offered for the project leader who turns in the largest number of enrollments. Another feature of the campaign was the display of a portable hog house in the streets of the towns. Each house was full-sized and carried the bill of material and costs.

Nearly 100 farmers, to date, have signed to follow the practices emphasized in the campaign in the "grow thrifty pigs" method. In addition, many other farmers have built portable hog houses or are following the recommended feeding practices.

Mr. Miller says, "I am well pleased with the results so far," and "This is the only way to put a big piece of work across." He points out that farmers can not be expected to make radical changes in practice unless the teaching is planned on a long-time basis and they are gradually brought to feel that the practices really solve wants for them.

